

transmitting the advertisement to the target user during the transmission of the motion picture; and

providing, to the advertiser or broadcaster, a demographic information of the target user that received the advertisement.

REMARKS

Applicant respectfully requests that the above-referenced preliminary amendment be entered before taking the application up for examination.

Applicant asserts that no new matter is introduced by this Preliminary Amendment. Applicant believes the amendments place the application in better condition for examination on the merits.

Applicant asserts that no fee is required with this communication. However, the Office is authorized to charge any additional fee required or credit overpayment to our Deposit Account 19-3140. A copy of this document is enclosed.

Respectfully submitted,



Michael A. Molano, Reg. No. 39,777

4/5/01

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